

16th YEAR • A WEEKLY PUBLICATION

1956

Calendar

8 EAST 77th STREET  
NEW YORK 21, N. Y.  
TRAFALGAR 9-2343

File Copy  
10/15/56

fashion

january

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february

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january - 1957

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february - 1957

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march - 1957

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RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOCIATE EDITOR



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 12, 1956</u>			
Oct. 12	COLUMBUS DAY (Friday) -- Banks and post offices will be closed.		
Friday Oct. 12 2:30 P.M.	PRESS PREVIEW OF BOYS' FASHIONS Preview of boys' fashions in Fuller Fabrics for Resort and Spring. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	FULLER FABRICS	MADISON SQUARE BOYS' CLUB - 301 E. 29 ST.
Saturday Oct. 13- Oct. 21	SECOND INTERNATIONAL ANTIQUES EXHIBITION Hours: 1:00-11:00. Admission: \$1.50 (opening day, \$2.00). Contact: TE. 8-6830. Publicity: Mary Osborne, MU. 3-9128.	INT'L ANTIQUES EXHIBITION	NEW YORK COLISEUM COLUMBUS CIRCLE
Sunday Oct. 14- Oct. 26	MIAMI BETTER DRESS SHOWINGS IN NEW YORK Contact: Grace McElligott, 141 N.E. 3rd Avenue, Miami.	MIAMI-FLORIDA FASHION COUNCIL	HOTEL NEW YORKER
<u>WEEK BEGINNING MONDAY, OCTOBER 15, 1956</u>			
Monday Oct. 15 11:00 A.M.	PREVIEW OF SPRING IMPORT COLLECTION Spring collection by Fontana of Rome. Jewelry by Napier. ( <u>Note Change of Date</u> ). By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	FONTANA OF ROME	HOTEL PLAZA SUITE 234
Monday Oct. 15 4:00 P.M. Cocktails	PREVIEW: COUTURE & BOUTIQUE FASHIONS Princess Lola Giovanelli of Rome will preview her Spring couture and boutique collection. By invitation. Publ: Rosemary Sheehan, CI. 7-8060.	PRINCESS GIOVANELLI OF ROME	HOTEL AMBASSADOR
Beginning Monday Oct. 15	PREVIEW: RESORT & HOLIDAY RAINWEAR Lawrence of London's Resort and Holiday rainwear, designed by Adele Lawrence. Press by appointment. Contact: Norman Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Monday Oct. 15	SHOWING: LEATHER COSTUMES & COATS Also, Resort straw hats by William Hawes, Gobbi, Daffy Domer and Betty Austen of the Virgin Isles. Contact: Ellen Lockwood, WI. 7-6122.	RHODA PACK (SAN FRANCISCO)	ELLEN LOCKWOOD 1410 B'WAY - 19TH FL.
Oct. 15- Oct. 19	NATIONAL BUSINESS SHOW AT NEW YORK COLISEUM, COLUMBUS CIRCLE. Publicity: John W. O'Malley, 250 W. 57th Street, CI. 6-2315.		
Monday Oct. 15 6:30 P.M.- 8:30 P.M.	"FASHION IN TV & DISPLAY"--COURSE Speakers: Catherine D'Alessio, NBC-TV; Tom Lee, Tom Lee, Ltd. Price: \$2.00 each session. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	COMMUNITY BUILDING 40 EAST 35TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)</u>			
<u>TUESDAY, OCT. 16</u>			
	A. Goodman & Co., Inc.	10:30 A.M.	530 7th (17 Fl), WI. 7-4077
	Jobere, Inc.	11:45 A.M.	530 7th (20 Fl), PE. 6-1938
	Junior Sophisticates	1:00 P.M. & 4:00 P.M.	498 7th (4 Fl), LO. 4-0462
	Harmay.	4:00 P.M.	498 7th (22 Fl), PE. 6-5547
	Ben Barrack, Inc.	Continuous daily	498 7th (7 Fl), LO. 4-3923
<u>WEDNESDAY, OCT. 17</u>			
	Harvey Berin Ltd.	9:15 A.M. & 1:00 P.M.	530 7th (7 Fl), PE. 6-0206
	Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 Fl), LA. 4-7540
	Grabois	1:15 P.M.	498 7th (5 Fl), CH. 4-2767
	Larry Aldrich Co., Inc.	2:30 P.M.	530 7th (12 Fl), CH. 4-1872
	Rosalie Macrini.	4:30 P.M. (Oct. 22-4:00 daily)	550 7th (11 Fl), CH. 4-2655
<u>THURSDAY, OCT. 18</u>			
	Rudolf Gowns.	10:30 A.M.	530 7th (12 Fl), WI. 7-6865
	William Fox, Inc.	1:00 P.M.	530 7th (21 Fl), OX. 5-4070
	Nat Kaplan, Inc.	1:15; thereafter 1:15 & 4:00	498 7th (21 Fl), LO. 5-4115
	Frank Starr, Inc.	1:15 P.M.	530 7th (19 Fl), LA. 4-7690
	Branell	2:30 P.M.	530 7th (27 Fl), PE. 6-6983
	David Levine Co.	2:30 P.M.	530 7th (21 Fl), LA. 4-0237
<u>FRIDAY, OCT. 19</u>			
	Ben Reig, Inc.	10:00 A.M.	498 7th (23 Fl), CH. 4-1542
	Oleg Cassini, Inc.	1:15 P.M.	498 7th (11 Fl), LO. 5-6453
	Hannah Troy, Inc.	1:00 P.M.	530 7th (2 Fl), LO. 3-0988
	Paul Parnes Corp.	2:30 P.M.	498 7th (10 Fl), CH. 4-4600
	Martin Simon, Inc.	Continuous daily	498 7th (7 Fl), LA. 4-2877
<u>SATURDAY, OCT. 20</u>			
	Samuel Winston, Inc.	10:30; thereafter 10:00	530 7th (11 Fl), CH. 4-2617
<u>MONDAY, OCT. 22</u>			
	Ed Gerrick, Inc.	2:30 P.M.	550 7th (7 Fl), LO. 4-1820

Tuesday Oct. 16 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION Preview of Spring dresses, suits and costumes. By invitation. Daily at 2:00 and 10:30. Publ: Pauline Greene at Charles J. Charney, PL. 7-0955.	REMBRANDT FROCKS, INC. 498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Oct. 16 1:00 P.M. & 4:00 P.M.	RESORT & SPRING DRESS COLLECTION Junior Sophisticates will present their Resort and Spring dress collection at 1:00 and 4:00 P.M. daily. Contact: Ellen Rowsell, LO. 4-0462.	JUNIOR SOPHISTICATES 498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 16 4:00 P.M.	OPENING: RESORT AND SPRING COLLECTION Showing of Resort and Spring dresses, suits, costumes at 4:00 P.M. daily. By reservation. Publ: Pauline Greene, Chas. J. Charney & Co., PL. 7-0955.	HARMAY 498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 16 4:00 P.M. Cocktails	PRESS PREVIEW: FALL & RESORT FASHIONS "The International Polo Look of Fashion Around the World," with a showing of fashions by American and European designers. By invitation only. Publicity: Alice Dowd, PL. 5-7412.	POLO INT'L MAG. & CADILLAC DIV., G.M. HOTEL PLAZA TERRACE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 17 12:00 Noon Box Lunch	PREVIEW OF SPRING DRESS COLLECTION Dan Keller will preview his Spring dress collection. By invitation. Continuous daily showings thereafter. Publicity: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Oct. 17 12:00 Noon Luncheon	"DIAMONDS U.S.A." PRESS LUNCHEON Presentation of 15 "Diamonds U.S.A." Awards for diamond jewelry design, chosen from sketches submitted anonymously to Selection Committee--Dr. A.M. Frankfurter, Leon Leonidoff, Rouben Mamouljian, Mrs. Brooks McCormick and Pauline Trigere. Showing of diamond pieces made according to the selected designs. By invitation only. Publicity: Miss Loys Malmgren, PL. 7-5700.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	HOTEL PLAZA GRAND BALLROOM
Wednesday Oct. 17 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW Arnold Constable will present Fall coats and suits during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Kiordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Oct. 17 1:00 P.M.	OPENING OF SPRING COLLECTION Richard Cole's all-occasion dresses, designed by Alan Phillips, will be shown at 1:00 P.M. daily. ( <u>Note Change of Date.</u> ) Publicity: Lee Klein at Ken Williams, JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Postponed Oct. 18	JERRY GREENWALD'S OPENING OF SPRING DRESS COLLECTION, ORIGINALLY SCHEDULED FOR 10:30 A.M., HAS BEEN POSTPONED. (New Date Later).		
Thursday Oct. 18 12:00 Noon	ICE SKATING FASHION SHOW Sportswear, furs and accessories from Saks Fifth Avenue at an ice skating fashion show to launch United Hospital Fund Campaign. Saks Publicity: Grace de Mun, PL. 3-4000. Rockefeller Center Public Rel.: Carolyn Hood, CI. 5-4785.	SAKS FIFTH AVENUE	ROCKEFELLER CENTER SKATING POND
Thursday Oct. 18 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MIMI TUTTILL, INC. (27 EAST 61ST ST.)	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 18 1:15 P.M.	OPENING OF SPRING COLLECTION Sylvia Kaplan presents the Nat Kaplan Spring collection of dresses, suits and ensembles. Daily thereafter at 1:15 and 4:00. Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Oct. 18 2:30 P.M.	OPENING OF SPRING DRESS COLLECTION Daily showings at 2:30 P.M. Contact: Miss Fritzi, LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Oct. 18 4:00 P.M.	PREVIEW OF SPRING DRESS COLLECTION By invitation. Showings daily thereafter at 10:30 and 4:00. By appointment. Contact: Peter Galligan, BR. 9-7880.	PHILIP HULITAR, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 18- Oct. 22	FIRST ANNUAL BRIDES' SHOW Exhibit of Spring bridal gowns, jewels, foods, home furnishings, catering, etc. Admission: \$1.50. Publicity: Bette Crumpacker, MU. 3-9572.	BRIDE'S INSTITUTE (117 EAST 37TH ST.)	NEW YORK COLISEUM COLUMBUS CIRCLE
Monday Oct. 22- Oct. 26 8:45 A.M.- 9:30 A.M.	PREVIEWS OF SPRING SHOE COLLECTION Mademoiselle Shoes will present their Spring shoe collection for retail fashion coordinators and hosiery stylists at informal breakfast shows. By invitation only. Contact: Renee Smith, LO. 4-3350.	MADemoisELLE SHOES	350 FIFTH AVENUE SHOWROOM - 7419
Beginning Monday Oct. 22 10:00 A.M.	OPENING OF SPRING DRESS COLLECTIONS Showing of Spring dress collections--Aperitif for petites and misses at 10:00; Leonard Arkin for misses at 10:30; Andrew Arkin for petites at 11:30. Contact: Lois Lapper, WI. 7-5324.	APERITIF: LEONARD & ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Oct. 22 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION Preview of Spring collection by Sylvan Rich for Martini. By invitation. Daily thereafter at 10:30. Publicity: Mildred Kaldor, TE. 8-1520.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Oct. 22 11:30 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION Special preview of the Spring coat and suit collection by George Carmel, Inc. By invitation only. <u>Daily trade showings thereafter at 10:30 A.M.</u> Contact: Lawrence Carmel, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday Oct. 22 12:00 Noon Luncheon	PREVIEW OF SPRING DRESS COLLECTION Lee Claire will preview their Spring afternoon, cocktail and evening dresses. By invitation. Daily at 12:00. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday Oct. 22 2:30 P.M.	PREVIEW OF SPRING DRESS COLLECTION Jerry Parnis will preview her Spring dress collection. By invitation. Daily thereafter at 2:30 P.M. Publ.: Mildred Kaldor, TE. 8-1520.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Monday Oct. 22 4:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Vera Maxwell will preview her Spring and Travel collection. By invitation. Trade thereafter at 12:00 Noon. Contact: Jo Hildebrandt, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Oct. 23 10:00 A.M.	OPENING OF RESORT & SPRING COLLECTION The Adele Simpson Resort and Spring collection at 10:00 A.M.; ( <u>Spring only at 5:30 P.M.</u> ). By invitation and reservation. Contact: Nancy Hambly, LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 23 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION Christian Dior-New York will preview their Spring collection at 10:30 A.M. to the press. <u>Trade showings at 2:30 P.M., Oct. 23, 24, 26, 29, 31.</u> By invitation. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 23 11:00 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Preview of Seymour Fox's Spring coats and suits. By invitation. <u>Trade showings: Oct. 24, 25, 30 and 31, Nov. 1, 6 and 7 at 10:00 A.M.</u> Contact: Sally McKay, LO. 4-3246.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday Oct. 23 11:30 A.M.	OPENING OF SPRING DRESS COLLECTION Abe Schrader will present their Spring dress collection at 11:30 A.M. daily. Contact: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Tuesday Oct. 23 11:30 A.M.	OPENING: RESORT & SPRING DRESSES Countess Alexander will present Resort and Spring cocktail and evening dresses at 11:30 A.M. daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday Oct. 23 11:30 A.M.	OPENING OF SPRING BOUTIQUE FASHIONS Showing of the Miss Martini Spring fashions by Sylvan Rich at 11:30 A.M. daily. Publicity: Mildred Kaldor, TE. 8-1520.	MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday Oct. 23 12:00 Noon	OPENING: 1957 SPRING COLLECTION Donald Dress will present their 1957 Spring collection of daytime and cocktail dresses, designed by Harriette Harra. ( <u>Note Change of Date.</u> ) Continuous thereafter. Publicity: Margaret Hodge, PL. 5-7630.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Oct. 23 12:00 Noon Luncheon	PRESS PREVIEW OF NEW DINNERWARE Lucent will preview their new dinnerware, designed by Raymond Lowey to press and buyers. By invitation only. ( <u>Note Change Of Place.</u> ) Publicity: Peggy Foldes or Jean Bobb at Max Rogel, 527 Madison Ave., PL. 1-2855.	LUCENT CORP.	HOTEL PLAZA TERRACE ROOM
Tuesday Oct. 23 12:00 Noon	PREVIEW OF RESORT & SPRING DRESSES Seymour Jacobson's preview of Resort and Spring dresses. Daily at 12:00 Noon. Publicity: Peggy Cantor, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Oct. 23 1:00 P.M.	PREVIEW OF SPRING COLLECTION Elfreda-Visioni will preview their Spring collection, designed by Elgee Bove. Daily at 1:00 P.M. Contact: CH. 4-2659.	ELFREDA-VISIONI, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday Oct. 23 1:00 P.M.	OPENING OF SPRING COLLECTION Talmack's Spring collection, designed by John Moore, will be shown at 1:00 P.M. daily. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday Oct. 23 2:30 P.M.	OPENING OF SPRING COLLECTION Showing of Ira Rentner's dresses, suits and costumes for petites and juniors, at 2:30 P.M. daily. By reservation. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 23 3:00 P.M.- 6:00 P.M.	SWISS FABRIC FASHION SHOW Spring and Summer fashions from Swiss cotton fabrics and embroideries. Sponsored by Cotton Textile Industry of Switzerland, in collaboration with leading U.S.A. designers. Admission by invitation and ticket only to retail trade and press. Contact: M. Stanley Brown, OX, 7-0022.	SWISS FABRIC GROUP (110 EAST 42ND ST.)	WALDORF-ASTORIA SERT ROOM
Tuesday Oct. 23 3:30 P.M.	PRESS PREVIEW OF NEW DISHWASHERS By invitation. Contact: Helen Shapiro at Harshe-Rotman, Inc., CI. 5-8687.	WASTE KING CORP. (LOS ANGELES, CALIF.)	HOTEL PLAZA CRYSTAL ROOM
Beginning Tuesday Oct. 23	OPENING OF SPRING DRESS COLLECTION Daytime, afternoon and cocktail dresses. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Tuesday Oct. 23	SPRING & TRAVEL--COATS, SUITS AND ENSEMBLES Continuous daily showings. Contact: WI. 7-4223.	MAX MILSTEIN, INC.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR
Beginning Tuesday Oct. 23	OPENING OF SPRING COAT COLLECTION By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALIA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday Oct. 24 9:00 A.M. Breakfast	PREVIEW: SPORTSWEAR AND BEACHWEAR Spring and Summer sportswear and beachwear will be presented to the press. By invitation. Contact: Wilma Donaldson, WI. 7-1398.	QUEEN CASUALS (1410 BROADWAY)	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday Oct. 24 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION By invitation. Daily showings thereafter at 10:30 A.M. Contact: Lee Jablow, PE. 6-7530. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Oct. 24 10:30 A.M.	PRESS PREVIEW: SPRING COUTURE COLLECTION Preview for press of Jane Derby's Spring couture collection. <u>Trade show-ings at 10:30 A.M. on Oct. 25, 30 and Nov. 1.</u> By invitation only. Contact: Estelle Marr, IA. 4-9350. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Oct. 24 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Bonnie Cashin's Fall and Winter fashions, designed for Philip Sills, and available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bonnie Cashin Publicity: Donna Cannon, MU. 7-5447. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONNIE CASHIN	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 24 12:30 P.M. Luncheon	FALL AND WINTER FURS AT LUNCHEON Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA EMPIRE ROOM
Beginning Wednesday Oct. 24	OPENING OF SPRING DRESS COLLECTION Showing of Spring cocktail dresses, designed by Ric McClintock. Contact: Lew Lessick, BR. 9-2680. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.	THE DATE LINE	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 25 10:30 A.M.	PREVIEW OF SPRING DRESS COLLECTION Preview of Edward Abbott's cocktail, dinner and evening fashions for Spring. By invitation. Daily at 10:30 A.M. Contact: Bill Laird, LA. 4-3490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Oct. 25 12:30 P.M. Luncheon	INTERNATIONAL FASHION SHOW Resort and Spring fashions in cotton by leading designers here and abroad. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aberfoyle contact: Florence S. Lippincott, BR. 9-5950. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ABERFOYLE MFG. CO. (1430 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Beginning Thursday Oct. 25	OPENING: SPRING & SUMMER SKIRTS Contour skirts, designed by Jack Baker. Contact: Matt Baker, LO. 3-6100.	SPORTEMPOS	1372 BROADWAY SHOWROOM - 18TH FLOOR
Friday Oct. 26 10:30 A.M.	OPENING OF SPRING COAT & SUIT COLLECTION Also, Oct. 30, Nov. 1, 14. By appointment. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Friday Oct. 26 12:00 Noon Luncheon	PREVIEW: CHILDREN'S SPRING DRESSES Cinderella Frocks presents their Spring dresses in sizes 3 to 6x and 7 to 14. By invitation only. Publicity: Ruth Hammer, EL. 5-7872.	ROSENAU BROS.	112 WEST 34TH STREET SHOWROOM - 14TH FLOOR
Saturday Oct. 27- Nov. 4	FIRST INTERNATIONAL FASHION EXPOSITION "The American Family Fashion Story"--fashions for men, women and children; fabrics and allied interests. Admission: \$1.00. Proceeds for benefit of Scholarship Fund of Fashion Institute of Technology. Hours: 11 - 11; Sunday, 1 - 9. Fashion Director: Eleanor Lambert. Exposition contact: JU. 6-6820. Public Relations: A.A. Schechter, 580 Fifth Ave., JU. 6-2420.	FASHION-O-RAMA (353 W. 57TH ST.)	NEW YORK COLISEUM COLUMBUS CIRCLE
Monday Oct. 29- Nov. 16 9:00 A.M. & 3:30 P.M.	"BEST DRESSED WOMAN IN THE WORLD"--CLINICS Preview of Spring '57 fashions from January, February, March issues. Merchandise-promotion clinics at 9:00 A.M.; personalized store group meet- ings at 3:30 P.M. For appointments, contact: Elaine Kanners, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY CHARM SHOWROOM-18 FL.
Beginning Monday Oct. 29 11:45 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Showing of Zelinka-Matlick's Spring coats and suits at 11:45 A.M. daily. Contact: Jerry Matlick, BR. 9-5100. Publ: C.J. Herrick Assoc., TR. 9-6310.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Monday Oct. 29 12:00 Noon	OPENING: SPRING COAT COLLECTION "The Coat's The Thing"--showing of Louis Goldstein's Spring coat collec- tion. Show followed by luncheon. By invitation only. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN & CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Monday Oct. 29 4:30 P.M. Cocktails	FASHIONS FROM FEBRUARY ISSUE "Mademoiselle" will show clothes and accessories from their third annual "Heart of Fashion" February, 1957 issue. By invitation only to buyers and tie-in stores. Contact: Joel Graham, PL. 9-2080.	MADemoisELLE MAGAZINE (575 MADISON AVENUE)	HOTEL SHERATON-ASTOR GRAND BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 30 9:30 A.M. Breakfast	PRESS PREVIEW: TALL GIRL FASHIONS Lane Bryant's Over Five-Seven Shop will preview a collection of "festive fashions." By invitation. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	6TH FLOOR
Tuesday Oct. 30 9:30 A.M.	LEATHER COSTUMES BY BONNIE CASHIN Preview for buyers at 9:30 A.M.; press at 11:00 A.M. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	PHILIP SILLS	39 WEST 37TH STREET SHOWROOM - 4TH FLOOR
Beginning Tuesday Oct. 30 10:30 A.M.	SPRING AND SUMMER BRIDAL COLLECTION Opening of Spring and Summer bridal and bridesmaid collection, designed by Gaston Mallet. Thereafter at 10:30 and 2:30. By reservation; contact: Florence Hamburger, BR.9-2630. Publ.: Vera Bacal-Fred Schey, PL. 3-8421.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Oct. 30	RESORT & SPRING COCKTAIL DRESSES David Morris will present import adaptations of Resort and Spring cocktail dresses at continuous daily showings. Contact: Gloria Frank, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday Oct. 30	OPENING: MISSES & JUNIOR DRESSES Continuous showings--Georgette Juniors by Phyllis De Trano--Resort and Spring dresses. Also, De Trano Originals--misses dresses. Contact: IO. 4-9445.	GEORGETTE JUNIORS; DE TRANO ORIGINALS	1400 BROADWAY SHOWROOM - 29TH FLOOR
Wednesday Oct. 31 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Press by invitation. Public by reservation; contact: "Beverly", TE.8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	NETTIE ROSENSTEIN (550 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 31 4:45 P.M.	PREVIEW: "WARM- WEATHER" COLLECTION Scaasi will preview his Resort, Spring and Summer fashions. By invitation only. Contact: Maxwell-Gray, PL. 3-5556.	SCAASI (144 E. 58TH ST.)	SAVOY-PLAZA HOTEL LE CHATEAU-11TH FLOOR
Thursday Nov. 1 11:00 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION Frank Gallant Originals will preview their Spring coats and suits to press and buyers. By invitation only. <u>Trade showings from Wed.. Nov. 7 at 11:00 A.M. daily.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday Nov. 1 12:30 P.M. Luncheon	CUSTOM ORIGINALS AT LUNCHEON SHOW Press by invitation. Public by reservation; contact: Headwaiter, EL.5-3000. Fontayne contact: PL. 3-6677. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	FONTAYNE (331 EAST 55TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Nov. 1 7:30 P.M. Dinner	60TH ANNIVERSARY & ACHIEVEMENT MEDALS Parsons School of Design's 60th anniversary, with presentation of medals of achievement to: Christian Dior, Norman Norell, Gilbert Adrian, Claire McCardell and others. Tickets: \$15.00, contact: Tappen & Tew, 38 E. 57th St., PL. 1-2644. Publ.: Betty Yarmon, IO. 4-9194.	PARSONS SCHOOL OF DESIGN	WALDORF-ASTORIA STAPLIGHT ROOF



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Nov. 6	ELECTION DAY (Tuesday).		
Wednesday Nov. 7 4:00 P.M.	SHOWING OF RESORT & SPRING FASHIONS DuPont and "Holiday" Magazine will present care-free clothes for Resort and Spring, in a musical presentation by Michael Brown. Show followed by cocktails. For buying office representatives, by invitation. Contact: Louise Petry at DuPont, LO. 3-6400, Ext. 468.	DUPONT & HOLIDAY MAGAZINE	HOTEL STATLER GEORGIAN ROOM
Thursday Nov. 8 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Preview of the Jack Horwitz Spring collection. By invitation. <u>Daily at 11:00 A.M. from Mon., Nov. 12.</u> Contact: Lois Silverman, LO. 4-1860.	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Saturday Nov. 10 12:30 P.M. Luncheon	HOLIDAY FASHIONS BY MR. MORT Luncheon for benefit of Cerebral Palsy League, with fashions by Mr. Mort. Tickets: \$9.00, contact: Banquet Dept., PL. 9-3000. Producer-Commentator: Betty Campbell, EL. 5-1405.	BENEFIT OF CEREBRAL PALSY LEAGUE	HOTEL PLAZA GRAND BALLROOM
Nov. 11- Nov. 17	NATIONAL PRESS WEEK IN LOS ANGELES BY THE CALIFORNIA FASHION CREATORS. Contact: William Maxfield, Exec. Dir., 740 So. B'way, Los Angeles.		
Tuesday Nov. 13 12:00 Noon Luncheon	SPRING READY-TO-WEAR LUNCHEON MEETING Co-Chairmen: Bettina Ballard and Margaret deMille. (Prices and more details later). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATOR-ASTOR BALLROOM
Wednesday Nov. 14 12:00 Noon Luncheon	PREVIEW OF FALL 1957 COLLECTION Preview for press and buyers of the Bernhard Altmann and Connaught Fall 1957 cashmere sweaters, with color coordinated skirts. By invitation only. Contact: Editha Austin, OX. 5-3350.	BERNHARD ALTMANN (1451 BROADWAY)	ST. REGIS HOTEL ROOF
Thursday Nov. 15 4:00 P.M. Cocktails	HAND-DRESSED DOLLS: EXHIBIT AND AWARDS "A Treasury of Hand-Dressed Dolls"--first annual exhibit and announcement of winners in a national doll-dressing competition. Fashion and allied press, by invitation. Publ: Rose Hilton, 475 Fifth, MU. 5-5133.	DOLL BODIES, INC. (55 PRINCE STREET)	BEIMONT-PLAZA HOTEL GLASS HAT ROOM
Tuesday Nov. 20 8:00 P.M. Dinner- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE "Night of Roses"--ninth annual "Party of the Year" for benefit of Costume Institute of Metropolitan Museum of Art. Entertainment by members of the fashion industry. Chairman of executive committee; Dorothy Shaver. Reservations: \$65.00 each; contact: Mrs. Mildred Wincor, TR. 9-5500.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
Nov. 22	THANKSGIVING DAY (Thursday).		
Sunday Nov. 25- Nov. 29	SPRING AND SUMMER SHOE FASHIONS The 17th semi-annual showing of popular price shoe fashions for men, women and children, co-sponsored by The Nat'l Ass'n of Shoe Chain Stores and New England Shoe and Leather Ass'n. Co-Managers: Edward Atkins and Maxwell Field. Contact: MU. 2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & McALPIN



MOVIES...MUSIC...THEATRE...OPERA...BALLET

- Tuesday  
Oct. 16 FIFTH WEEK: N.Y. CITY OPERA CITY CENTER, 131 WEST 55TH STREET  
Tues., Oct. 16: Carl Orff's THE MOON and Igor Stravinsky's HISTOIRE DU SOLDAT. Wed., Oct. 17: Frank Martin's THE TEMPEST. Thurs., Oct. 18: To Be Announced. Fri., Oct. 19: Carlisle Floyd's SUSANNAH. Sat., Mat., Oct. 20: Carl Orff's THE MOON and Igor Stravinsky's HISTOIRE DU SOLDAT. Sat., Eve., Oct. 20: Puccini's LA BOHEME. Sun., Eve., Oct. 21: Offenbach's ORPHEUS IN THE UNDERWORLD. Publ: Barry Hyams, CO. 5-4784.
- Tuesday  
Oct. 16 OPENING: "DOUBLE IN HEARTS" GOLDEN THEATRE, 252 WEST 45TH STREET  
Julia Meade, William Redfield, Laurence Hugo and Neva Patterson in Paul Nathan's new comedy produced by Barnard Straus, Paul Vroom and Adna Karns. Director: John Gerstad. Sets: Sam Leve. Costumes: Natalie Walker. Publicity: David Lipsky, CH. 4-5185.
- Wednesday  
Oct. 17  
7:00 P.M. PREMIERE: "AROUND THE WORLD IN 80 DAYS"(Movie) RIVOLI THEA., B'WAY & 49  
Michael Todd's production of Jules Verne's classic novel, starring David Niven, Cantinflas, Robert Newton, Shirley MacLaine in Todd-AO Process and Eastman Color. Director: Michael Anderson. Costumes: Miles White. Michael Todd Publicity: Bill Doll, WI. 7-2386.
- Thursday  
Oct. 18 OPENING: "THE APPLE CART" PLYMOUTH THEATRE, 236 WEST 45TH ST.  
Maurice Evans and Signe Hasso will star in George Barnard Shaw's comedy. Produced by Charles Adams and Joseph Neebe. Dir.: George Schaefer. Costumes: Noel Taylor. Sets and lighting: Robert O'Hearn. Publicity: Leo Freedman, CH. 4-7250.
- Tuesday  
Oct. 23-  
Jan. 12 OPENING: "THE OLD VIC COMPANY" WINTER GARDEN THEATRE, B'WAY & 51ST ST.  
Sol Hurok will present The Old Vic Company in a Shakespeare series: Richard II, Romeo and Juliet, Macbeth, Troilus and Cressida with Paul Rogers, Claire Bloom, John Neville, Coral Browne. Sets and costumes: Frederick Crooke. Publicity: Martin Feinstein, PL. 9-6000.
- Thursday  
Oct. 25 OPENING: "SEPARATE TABLES" MUSIC BOX THEATRE, 239 WEST 45TH STREET  
The Producers' Theatre, in association with Hecht-Lancaster, will present Eric Portman and Margaret Leighton in 2 one-act plays by Terence Rattigan. Director: Peter Glenville. Settings: Michael Weight. Lighting: Paul Morrison. Publicity: Barry Hyams, CO. 5-4784.
- Monday  
Oct. 29 OPENING: METROPOLITAN OPERA METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.  
Opening of the 1956-57 Metropolitan Opera's 72nd season, with Maria Meneghini Callas, Fedora Barbieri, Mario Del Monaco, Cesare Siepi in Bellini's "Norma." Publicity: Francis Robinson, PE. 6-1200.
- Tuesday  
Oct. 30 OPENING: "MAJOR BARBARA" MARTIN BECK THEATRE, 302 WEST 45TH STREET  
Charles Laughton, Cornelia Otis Skinner, Burgess Meredith, Glynis Johns and Eli Wallach will star in George Bernard Shaw's play. Produced by Robert L. Joseph and The Producers Theatre. Directed by Mr. Laughton. Settings and lighting: Donald Oenslager. Costumes: Dorothy Jeakins. Publicity: Karl Bernstein, CI. 6-0427.
- Wednesday  
Oct. 31 OPENING: "AUNTIE MAME" BROADHURST THEATRE, 235 WEST 44TH STREET  
Rosalind Russell will star in an adaptation by Robert E. Lee and Jerome Lawrence of the best-selling novel by Patrick Dennis. Produced by Robert Fryer and Lawrence Carr. Dir.: Morton Da Costa. Miss Russell's gowns: Travis Banton; costumes: Noel Taylor. Publ.: Arthur Cantor, CI. 6-6496.